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RAY LEWIS
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An Open Letter to the Exhibitors of Canada

Not as Secretary-Treasurer of the "Win The War" Campaign or as Secretary of The Canadian Picture Pioneers, nor as editor and publisher of The Canadian Moving Picture Digest, but as one of you do I now address this letter to you.

For twenty-five years I have published The Digest and written about Motion Pictures, about what you should do and should not do in the conduct of your business. I have organized exhibitors' Associations in Canada and in the United States, I have endeavored to organize Independent Producers; and all of these efforts have been with the editor's point of view on the Industry of Motion Pictures, through a study of its policies, through listening to the tales of exhibitors and producer-distributors, through conversations with executives in Motion Pictures.

As an exhibitor the long-distance shot which I have had of all of us becomes clearer, the details more sharply defined; and for the first time I see Motion Pictures clearly. I cannot tell you as yet whether I am enjoying this facing of facts, this coming down to earth with a bump.

I like to think of Show Folks as Bohemians, full of the laughter of life and the joy of living. "Easy come and easy go" in respect to money-matters. I think that stage-folks are of that type, but I have come to the conclusion that we of Motion Pictures are not Bohemians, that the business instinct in us is the strongest impulse, regardless of whether we are good for business or not.

We, of Motion Pictures, have been raised on listening to such fabulous and fantastic sums of money, that the possession of money has become a part of our make-up. Our standard of living is very high, because high wages have always been in order. We have learned from Wall St., that money is power and that power is good because it helps us to retain our money, our property, our self-respect.

I have often wondered why exhibitors are so difficult to keep welded into an organization; and why it is so easy for producer-distributors to keep solidified and organized. I have discovered that the answer to this riddle lies in training, a training which starts in the shipping-room, or Wall St., and which trains producer-distributors to run in herds, in packs, all imbued with the same idea. I am not going to tell you what I have discovered is the idea, because I am afraid you might think that I am clever; and from such a classification may I be protected. I have learned that exhibitors have no socialized ideas, they all think differently, that is the Independents; and thinking differently it is difficult to herd them.

I think that the Canadian Picture Pioneers is the only kind of an association in which everyone in the Industry can remain united, because it is not in business, or out for business. Its objective is social contact and the creation of good-will and Service.

The "Win The War" Campaign which it sponsored is an example of the kind of Service which it can give. I want to personally thank anyone in this Industry of Motion Pictures which I influenced to join the nation-wide "Win The War" Campaign to "Stamp Out Hitler". I feel proud of what we accomplished. Let us look at a few facts. There are still 61 theatres to be reported. The sale of stamps, certificates, bonds, conservatively estimated, will reach $700,000. We gave out at our theatres 392,000 folders, which means that we started 392,000 people off on a Serve and Save policy. The 392,000 folders will eventually mean $4.00 each to the Government and a Five Dollar Bond for each customer. It does not stop there, for those who fill one folder are quite likely to fill another, and so the Serving and Saving goes on to figures which cannot be computed.

We made Canada Stamp-Conscious. It was a big job, let us take a deep breath and get ready for another Big Job. Now we know that we can do it, for in such Service we find a common ground upon which we can all be united.

—Editor.

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Reginians Do Their Bit On "Win the War" Savings Drive

LIONS, GYROS, KIWANIANS, KINSMEN LEND AID

Regina, Sask. — Reginians did their bit to "Stamp Out Hitler" on the night of July 15 by buying a total of $7,560 in war savings stamps from the five theatres — Capitol, Met, Grand, Rex and Roxy.

As a minimum requirement was two stamps in exchange for a ticket of admission, $2,200 in stamps would have filled Regina's 4,425 seats. However, the average Regina patron bought almost $2 worth of war savings stamps. Hundreds were turned away, but they bought stamps just the same.

Stage entertainment at the various theatres was in the hands of the Lions, Gyros, Kiwanians, Kinsmen and Rotarians.

Two days before the big night, a Regina woman bought $160 worth of stamps for three admission tickets to the Capitol. When she attended the show she bought another $80 worth.

At the Rex Theatre, those who bought an additional dollar's worth of stamps received a ticket for a draw for 16 prizes offered by the Gyros. One patron bought $80 worth of stamps, received 80 draw tickets and won three prizes.

Moose Jaw's three theatres sold over $2,000 worth of stamps. One theatre received $500 for one admittance, while another received sums ranging from $400 to $80. All theatres were sold out and many patrons were turned away.

Saskatoon's five theatres played host to 3,500 people and stamp sales went over the $7,000 mark. At Frank's Theatre, Etonia, Sask., a packed house was on hand and $157 was realized.

Entire population (580) of Fort Qu'Appelle, Sask., invested in war savings stamps theatre tickets, and Dick's Theatre, seating capacity 200, was forced to run two shows on the night of July 15.

Olympia Theatre, Assiniboia, Sask., realized $220, announced Manager S. H. Rothstein. R. C. Sutherland's Hi-Art, Weyburn, had to put on two shows. Total was $315. Plaza, Shaunavon, collected over $200. Harry Durham is manager. Jack Zaitzow's Princess Theatre at Melville, Sask., accounted for $325.

Windsor Theatre, Grenfell, had to put on two performances. Sales totalling $340.

Lyric Theatre, Moosomin, reported the sale of $203 worth of stamps. J. Killer's Aud Theatre, Indian Head, contributed $326 50 to the drive. Strand Theatre, Prince Albert, managed by Leslie Paine reported that cash sales totalled $1,576.25. One person paid $500 for two seats.

J. A. McKenzie's Orpheum, Estevan, netted $1,107.

Napier and Sylvia Theatre, Drumheller, Alta., were packed. Returns totalled $823.50. Quota had been set at $450. Hirtle's Theatre, Strathmore, realized $188.25. Gordon Brewerton's Mayfair Theatre, Cardston, with an objective of $250, more than doubled the amount. Didsbury citizens bought $250 worth of stamps. Allotment of stamps for the Rex, Claresholm, was completely sold out.

Gayety Theatre, Brooks, accounted for the sale of more than $100 worth of stamps. Sam Tyler's Wales Theatres, High River, realized $311.

WINNIPEG THEATRES FILLED TO CAPACITY

Winnipeg, Man. — Like other cities in Canada, Winnipeg responded generously to the "Win The War" Motion Picture Industry's "Win The War" Campaign, and on Monday night the 39 theatres were filled to capacity. At the larger houses hundreds were turned away from the entrances so great was the attendance. Inside the main theatres members of the Royal Air Force were stationed and sold many hundreds more of War Savings certificates.

Carla Lehman, Winnipeg's own motion picture star, who will appear in "The 49th Parallel", made a personal stage appearance at three theatres and was acclaimed. Many of those who were present bought $25 worth of certificates; one man bought $500 worth, and the flow of money into the hands of the theatre management was unprecedented for a one night's programme.

THEATRE RENOVATION

Weyburn, Sask. — R. C. Sutherland's Hi-Art Theatre here is undergoing interior renovations at a cost of $4,000.

Neagle Personal Appearances

BRITISH STAR ACCELERATES "STAMP HITLER" DRIVE

Vancouver, B.C. — Theatres here were packed to capacity at the special War Show, with thousands turned away. Star of the show was Miss Anna Neagle, RKO Radio star, who flew from Hollywood, arriving at the Civic Airport at 5.30 p.m. to "do my little bit". She appeared at ten theatres in whirlwind tour which kept her and Producer-Director Herbert Wilcox going until midnight.

From 8.30 p.m. to 11.45 they raced though the city in the Mayor's car, preceded by a police escort, and followed by representatives of the industry. Their final appearance was at the Commodore Cabaret, where a dance was being held in support of the Air Supremacy Drive.

Mayor Telford headed a Welcoming Committee at the Airport. Chris Spencer, Provincial Chairman of the War Savings Committee; Larry Bearg, Western Manager for Famous Players Canadian Corporation, and head of the Vancouver Committee for the drive; J. Howard Boothe, of the Dunbar Theatre, and representative of the British Columbia Independent Theatres Association; Frank Gow, district suburban manager for Famous Players; Ivan Ackery, manager Orpheum Theatre; Maynard Joiner, Capitol Theatre; William Jones, RKO distributor for B.C., and Eric Chown, National advisor to the B.C. War Savings Committee, made up the Welcoming Committee.

AMEND CLOSING BY-LAW

Lethbridge, Alta. — The city early closing by-law will be amended in accordance with a petition of the retail clerks' association so that, barring three Wednesdays in the year, the stores will be closed on all Wednesdays at one o'clock. The exceptions are the two Wednesdays preceding Dec. 25 and the Wednesday following any New Year's day.

MILITARY PERFORMANCE

Prince Albert, Sask. — Members of D Company, Regina Rifles, and the 44th-62nd Field Battery, RCA, were guests of P. W. Mahon during the showing of "Torrid Zone" at the Strand Theatre.

OPERATOR WANTED

Projectionist, holder of Class B License. Write: Mr. F. H. Graham, Reenville Theatre, Walkerton, Ont.

President Schenck States Loew's Inc., Will Maintain Production Quality

RAY PRESENTS

(*Continued from Page 3*)

1,189, sold $1,095. The Victoria, Victoriaville, owner U. S. Allaire, 500 seats, $770. Cowanville, Que., Princess, C. Brock and W. Lauri, seating capacity 300, sold $1,110. Magog, Que., Wonderland, G. Gray, manager, 378 seats, returns $2,041.

While we are dealing with Quebec, United Amusements head office purchased for itself and its employees, $2,814 in stamps, which is included in the returns as submitted. Thetford Mines, Que., Bey's Cinema, A. Bey, owner, 550 seats, returns $2,630. Cartier in Quebec City, 810 seats, $2,990. Capitol, Quebec City, 1,900 seats, $2,746. Palace at Montreal, 2,500 seats, $2,962. Loew's at Montreal, 2,982 seats, $4,067, and the Capitol with a seating capacity of 2,603, sold $3,480.

I forgot to mention that the Monarch Theatre Co. Ltd., operating the Rialto, Edmonton, Bill Long, manager, seats 1,200, sold $3,679. The Edmonton, assisted by Canadian Legion and other organizations, turned in $5,700. The Palace at Calgary, F-P house, Pete Egan, manager, seating 1,400, sold $5,600 War Savings Stamps, Certificates, etc. The Capitol with 1,560 seats, manager R. Mitchelltree, sold $6,180.

IN the Maritimes, Nova Scotia at N. Sydney and the Rivoli, J. W. Farr, 500 seats, returns $5,176. At Sydney Mines, W. H. Cuzner's theatre, 700 seats, returns $2,500. Lunenburg, N.S., one of F. G. Spencer's houses, 560 seats, $2,000. The Capitol, D. P. MacDonald, 1,100 seats, $1,203. At Stellarton, N.S., the Jubilee, owners, Messrs. Sobey and Jubill, 600 seats, $1,030. The Strand, Sydney, E. R. Lynn, 689 seats, $2,140. Another D. P. MacDonald's theatre, The Vogue at Sydney with a seating capacity of 1,075 seats, sold $1,800.

Walter Golding and R. S. Roddick together with the committee for that territory, were constantly on the job. The Capitol, the F-P house at Halifax, 2,200 seats, returns $2,305. Casino, Halifax, R. J. MacAdam in affiliation with F-P, 1,164 seats, returns $5,180. Gayety, Halifax, 600 seats, M. E. Walker, owner, $950. The Majestic, New Waterford, N.S., 500 seats, Licensee, Gegor and Gouthre, $2,464.

The Roxy, Westville, N.S. (Sobie-Jubill house) 375 seats, $892. J. H. Bustin's Theatre at Windsor, The Imperial, 600 seats, $1,200. The Majestic, New Waterford, 500 seats, $2,464. A. W. Mason's total of $5,003 included two checks covering $1,750, which the donors specified should go to the Red Cross or some other organization for the purchase of an ambulance.

N. W. Mason, Roseland Theatre Co., Roseland and Academy at New Glasgow, combined seating capacity 1,500, $3,000.

THE Capitol, at Antigonish, B & L Theatre, 540 seats, $2,784. Mr. Spencer's theatre, Spencer, at Amherst, 802 seats, $1,000. The Capitol at Bridgewater, S.F.A. Limited, an affiliated Spencer Circuit Theatre, 400 seats, sold $4,507. Mayfair, Franklin and Herschorn's theatre at Dartmouth, 800 seats, $2,230. The Russell, Messrs. Wener & Green, 950 seats, $1,310.

The Strand at Sussex, N.B., Colin Danson, owner, 625 seats, $1,500. The Strand at St. John, N.B., topping the list for an individual theatre with $12,500, was part of the $26,500 which the Spencer Circuits in Prince Edward Island, in New Brunswick and Nova Scotia rolled up, Mr. Spencer took off his coat and rolled up his sleeves for this job, the results are evident.

The Mayfair, St. John, N.B., 800 seats, $1,250, a F-P theatre. The Empire at St. John, 806 seats, $1,080, operated by St. John Amusements Ltd. The Capitol, Walter Golding, manager for F-P, 1,600 seats, sold $2,854. Donald Fraser's house at Plasterrock, N.B., 400 seats, $500. The Prince Edward and Capitol Theatres, two Spencer and A. R. Cooper theatres at Charlottetown, P.E.I., with a combined seating capacity of 1,564 seats, sold $1,570. The Opera House at Bathurst, owner P. J. Ledger, 300 seats, sold $663.00.

AT Vancouver there was a fast-working committee, with one of the famous Plottels on the job at the office and Larry Bearg as organizer and promoter. The Strand, the F-P house, with 1,912 seats sold $1,835. Anna Neagle was there, assisting with Col. Bishop in the Air Supremacy Drive and the "Win The War" Campaign, the former which gave the stamps sale plenty of competition. Nevertheless the Strand, the F-P house, 924 seats, managed by R. J. Dawson, sold $1,952. The Orpheum, 2,871 seats, sold $2,811. J. H. Boothe's theatre, The Dunbar, 770 seats, sold $3,000. The Capitol, an F-P house, 2,153 seats, sold $2,170, and The Alma, another F-P house, 664 seats, sold $1,200.

The Capitol, Penticton, B.C., F-P theatre, 733 seats, $3,386. New Westminster, 970 seats, F-P theatre, sold $1,088. The Capitol, Nanaimo, seating 719, F-P theatre, $1,500.

When the returns came in for Quebec there were 164 theatres which participated in the "Win The War" Campaign.

I wish the exhibitors would write to The Digest and let me know if these figures which I have published are correct, also will the theatres which have been omitted from the lists, unintentionally, please notify me. A copy of The Digest will be sent to the Finance Minister to whom we have been sending copies covering the stories of the Canadian Moving Picture Industry's "Win The War" Campaign. I feel that every exhibitor who participated in this nation-wide War Savings Stamps Drive in an effort to help our Government, The British Empire and all people everywhere; anywhere upon the face of this earth, who believe in those principles and ideals for which the British Peoples and the freedom-loving people are fighting, that all of these exhibitors should be enumerated on the list which sold stamps.

THERE are so many people to thank for their splendid organization work, for their personal effort, that I am afraid a few may be left out. While I think of it, there is Jimmy Nairn who did practically all of the publicity for the Campaign. He drew up the advertising copy, and did so many jobs that it is difficult to recount them all. I mentioned Oscar Hanson previously, but I do not think I said enough about his work. We were continually meeting at his office; and many times he was host at luncheon meetings because this was the most convenient hour to meet.

There was Harry Alexander of the Lansdowne Theatre, Toronto, who helped to organize local as well as Ontario committees, together with Archie Laurie, travelling to various parts in Ontario to hold meetings. There was Clair Hague and Herbert Allen who also were constantly on the job. There was Jake Smith, who together with Roth, sold the Imperial, Eglinton,

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"My Love Came Back" Fresh Comedy Hit
Hal Roach's "Turnabout" Riot of Laughs

"MY LOVE CAME BACK"
WARNER BROTHERS

IT takes quite a bit to get this reviewer really excited about a picture — I see too many of them, and they all remind me of some picture I have seen previously. Thus, when a picture emerges from Hollywood that is completely fresh and different, brilliantly played by a splendid cast, and superbly directed, I feel that hats should be tossed in the air, loud 'huzzahs' shouted, and the word broadcast from coast to coast; "My Love Came Back" is just such a picture.

For almost one hour and a half I sat in the Warner screening room in Toronto, on the hottest day of this year, and completely lost myself in the really pleasurable entertainment this picture provided, and at the end I realized here was a hit that would prove one of the biggest money-makers of the current season. It is one of those pictures Hollywood likes to call "sleepers"; opened cold, it will build with word-of-mouth advertising, until you will find your third and fourth days running ahead of the first two days of the engagements. And what is even more important, it is a picture that will prove like manna from Heaven to the subsequent runs.

Co-starred are Olivia de Havilland, making her first screen appearance since her role as "Melanie" in "GWTW", and Jeffrey Lynn, who has been advancing rapidly in popularity. An outstanding supporting cast is headed by Eddie Albert, Jane Wyman, Charles Winninger, Spring Byington, William Orr, Ann Gillis, S. Z. Sakall, and several others. Direction is by Kurt Bernhardt, whom I am told is a refugee from the Hitler Hate. Story is by Walter Reich, adapted by Michael Hogan, with Wolfgang Rheinhardt as associate producer.

Olivia de Havilland is a violinist studying at an academy on a scholarship. Charles Winninger, wealthy music publisher, seeing the girl at a concert, takes an interest in her, and puts up the money to enable her to continue her studies. In addition, he escorts her to various concerts, operas, etc., without letting his wife, Spring Byington, know about it. His general manager, Jeffrey Lynn, suspects the worst of his boss and Olivia, and it becomes very complicated when he falls in love with the girl himself. When Winninger's son, William Orr, and daughter, Ann Gillis, find out about Olivia, things become even more complicated with resultant misunderstandings all the way around. In the end, however, it all straightens out to the satisfaction of everyone concerned, but not before the laughs have flown thick and fast.

As synopsized, the story may not sound so different, but believe me, it will not remind you of any other picture, either in theme, or in execution. Novel treatment is employed throughout, and comedy is always the keynote.

The picture features some grand music, classical and swing, with swing treatment of the classics vying with Strauss, Mendelsohn, and other revered composers.

Miss de Havilland does a swell job of the violinist, and her work in this picture should give her studio a hint on future assignments. Jeffrey Lynn makes an excellent partner for her, while the comedy of Charles Winninger, Eddie Albert and Jane Wyman —the latter two cast as fellow students at the academy — will provide you with a sure cure for hot-weather and war blues. S. Z. Sakall as conductor at the academy, William Orr and Ann Gillis, the latter quite grown up since her "Tom Sawyer" days, are additions to the rave department.

By this time, you should know that I enjoyed "My Love Came Back", and that I think your patrons will also enjoy it. So don't delay, get your date as soon as possible, and consider yourself smart showmen.

Running time — 85 minutes.

POSITION WANTED
Projectionist, Grade A License, 17 years' experience. Best references.
Write THE DIGEST — BOX 61

New Super GARDINER Projector with barrel rear shutter, has no equal for fine projection and long life. As low as $9.00 weekly.
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SAVE 20% OR MORE OF YOUR MONEY
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VANCOUVER B.C

"TURNABOUT"
UNITED ARTISTS

PRODUCER Hal Roach and author Thorne Smith, the combination that brought you the "Topper" pictures, present another of their collaborations, "Turnabout", adapted from Thorne Smith's novel of the same name. Picture is a broad comedy along lines that suggest the Adults Only sign be displayed. Dialogue and situations share the comedy spotlight fairly equally, since actually it is the main theme that is the chief laugh-provider.

"Tim Willows" is the athletic husband of "Sally Willows", who prefers lounging in bed all day to doing anything that might require a little effort. After a particularly hectic day at the advertising agency where "Tim" is one of the senior partners, he quarrels with "Sally" for her laziness, and the two express the wish that they might change places. An idol, given them by a distant relative, comes to life, and tells them that their wish will be granted. The next morning they wake up to find that their sexes have been changed, insofar as personality, voice and mannerism is concerned. "Sally", in "Tim's" body, goes to the office where she soon has the office staff in a complete state of disorganization. She loses the agency's key customer, and her only gain is with a customer "Tim" would have nothing to do with, because he considered him too effeminate. Back at home, "Tim", in "Sally's" physical person, soon has the servants in as much a state of confusion as "Sally" has the office staff. He also insults the wives of his business partners, when they come calling. Later in the afternoon, the family doctor calls, and believing "Tim" to be "Sally", gives him a diet and exercises to follow in order to ensure a healthy, normal baby, which the doctor tells "Tim" he can expect. When "Sally" returns from the office, the two appeal to the idol to change them back the way they were. The idol okays the deal, and they are apparently back to normal. "Sally", using the coming baby as a sales argument, succeeds in winning back the key customer, and in patching things up with the partners' wives. All seems well with the "Willows", until at the fadeout, the idol whispers into "Tim's" ear that it has made an awful mistake what with all the changing around, and that it is "Tim" who is going to have the baby after all.

(Continued on Next Page)

RAY PRESENTS

(*Continued from Page 5*)

Kum-C, Village, Revue, about six marquees in all to merchants for advertising, securing for these theatres thousands of dollars. This is an idea of the co-operative spirit which prevailed, everybody tried to help the theatres in their zones or in other zones. In the zone of the Pylon Theatre, I addressed the patrons at the Bellevue, at the Aster and also went to the Queen's, A. Wilkes' house at Queen and Davenport, Toronto, addressing the patrons and bringing speakers with me to help the "Win The War" Campaign drive for the sale of War Savings Stamps.

We all forgot who was opposition or competition. I also went two different nights to speak for Harry Firestone at the Esquire on Bloor St. Mr. Firestone sent The Pylon some flags for decoration purposes as we were unable to obtain flags, there was such a demand for them.

The T. Eaton Co. furnished flags for a large number of theatres which had secured their furnishings from this company. The Toronto Daily Star loaned The Pylon and Avenue Theatres photos of Canadian soldiers Overseas. The Voluntary Registration Canadian Women, through Miss Margarite Hyndman, K.C., its chairman, sent a staff of girls to sell stamps in at least twenty-odd theatres every night for a week in advance of the Free Show Night. Miss Hyndman personally appeared at several theatres as speaker. Reginald Stewart, Conductor of Summer Symphony Proms, made a personal appearance at the Village, and Boris Hambourg, internationally famous cellist, played at the Pylon Theatre.

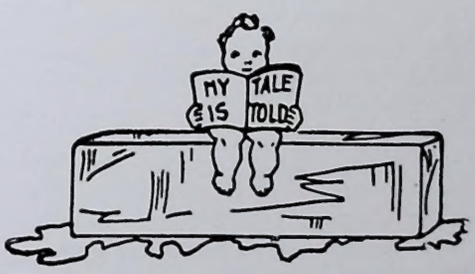
JACK ARTHUR'S Sunday broadcast was a great show. Musically and dramatically and by way of stimulating motion picture patronage for the "Win The War" Free Show. Laurence Olivier did a scene from Shakespeare which was great. Vivien Leigh did a great bit, also, as did Ned Sparks. The orchestra was excellent and so was the singer. The CBC and the other Radio Stations gave us "Time" which cannot be computed in dollars. Orchids to all of them. Bill Gladish did his bit, so did Harry Ginsler's son and so many girls from Empire-Universal and the Hanson and Associated Theatres offices. Orchids to all of them, they deserve such a tribute for they worked all day and into the night. I must say a word for J. J. Fitzgibbons, of Famous-Players, what a prince to work with and what a worker! Orchids, Fitz, to you and to Mr. Beeston of Empire-Universal, who kept the finances in such excellent order.

I could go on endlessly handing out orchids, of reciting to you interesting things which happened all over Canada, and the big job some of the little fellows did, but you have the figures so that you can figure out just how much everybody did by results.

Next week I will publish some of the letters which I have received. I like them because they are intimate, human, personal; and I am certain that you will like them also, because you too are human, and if you know the writers you will be pleased to hear from them; if you do not know them, this will give you an opportunity of becoming acquainted.

I hope that I did not forget about the Musicians' Protective Association, because orchids are coming to the Musicians' Union for their liberal and splendid co-operation.

Being British we must say we had a job to do, and did it to the best of our ability, but between you and me, boys and girls, IT WAS COLOSSAL.



"TURNABOUT"

(*Continued from Previous Page*)

Film is a riot of laughs from beginning to end, and it has been well executed by a first rate cast. Carole Landis and John Hubbard are the centre of interest as "Sally" and "Tim", but they are ably assisted by Adolphe Menjou, William Gargan, Veree Teasedale, Mary Astor, Donald Meek, Joyce Compton, Inez Courtney, Franklin Pangborn, Marjorie Main, Berton Churchill, Polly Ann Young, and others.

Hal Roach directed, and his famous touch is evident at many points. Much credit must go to Mickell Novak, Berne Giler and John McClain for the screenplay, and Rian James for the additional dialogue.

Running time — 85 minutes.

FOR RENT

To Responsible People

PARK THEATRE
EMPIRE THEATRE
TIVOLI THEATRE

WINDSOR, ONTARIO

INTERESTED PARTIES WIRE OR PHONE:

MR. S. MERETSKY

c/o CAPITOL THEATRE - WINDSOR, ONTARIO

Famous Players Corporation First 6 Month's Statement Shows Increased Earnings - - Expect Same Dividend Payment

First British Canadian Production Well Underway

ELIZABETH BERGNER ARRIVES TO STAR IN FILM

Winnipeg, Man. — Starring Leslie Howard, Raymond Massey, Elizabeth Bergner and other international actors not yet decided upon, "49th Parallel", biggest film ever to be made in Canada, and the largest undertaking to be tackled by the British film industry since the beginning of the war, is set to begin production almost immediately, John Seabourne, in charge of the film's western unit, announced in Winnipeg.

With a plot of what Mr. Seabourne called an intensely dramatic and political theme, the action of the picture will be laid in almost every important centre in the dominion, including Halifax, Montreal, Quebec, Ottawa, Toronto, Winnipeg, Regina, Banff, and Vancouver. One of the sequences featuring Elizabeth Bergner will probably be shot in Winnipeg, where Michael Powell, director-in-chief of production is expected.

Mr. Powell will be remembered as the director of such films as "The Lion Has Wings" and "U-Boat 29".

Mr. Seabourne intimated that a large number of Canadian actors would be used for other than principal parts. They would probably be selected through the medium of the provincial drama leagues and other amateur theatrical enterprises, he said.

When the exterior scenes have been completed, a number of interior scenes will be done at Montreal, involving the presence of all the principal actors. The remainder of the picture will be done in England some time during September or October.

Two well-known photographers are with the expedition. They are Frederick Young, who photographed "Goodbye Mr. Chips", and O. H. Borrodaile, who achieved success with "Elephant Boy" and "Drums".

Asked about the possibility of an expansion of the film industry in Canada. Mr. Seabourne stated that this was one of the best countries in the world in which to make pictures.

Owing to war conditions in England it was quite reasonable to suppose that British moving picture firms would begin to make more films in Canada.

Miss Bergner has arrived from England accompanied by her Director-husband Dr. Paul Czinner.

THE SUCCESS
of your
THEATRE
depends upon
GOOD EQUIPMENT

consult
GENERAL
THEATRE SUPPLY COMPANY Ltd.
104 BOND STREET TORONTO • 336 MAYOR STREET MONTREAL

CELEBRATE ANNIVERSARIES

Toronto, Ont. — Mr. and Mrs. Syd Taube (Canadian Automatic Confectioners) celebrated their 28th wedding anniversary on the 24th. Syd has just returned from a cross-country motor trip to Vancouver, returning through the U.S.A. — during which trip he talked his own particular business, plus Canadian Picture Pioneers and the "Win The War" Campaign—garnering plenty of publicity for the organization and the campaign.

Mr. and Mrs. Harry Ginsler (Iola Theatre) also celebrated their wedding anniversary on the same date — 25 years.

Trans-Canada Showings

TORONTO

AVENUE
"Knight Without Armor" (Regal), with Marlene Dietrich and Robert Donat, and "Stop, Look and Love" (20th Century-Fox), with Jean Rogers.

IMPERIAL
"A Bill of Divorcement" (RKO Radio), with Maureen O'Hara, Adolphe Menjou and Fay Bainter.

LOEW'S
"The Mortal Storm" (Metro-Goldwyn-Mayer), with Margaret Sullavan, James Stewart, Robert Young and Frank Morgan.

SHEA'S
"Four Sons" (20th Century-Fox), with Don Ameche, Eugene Leontovich, Mary Beth Hughes and Alan Curtis, also "Sailor's Lady" (20th Century-Fox), with Nancy Kelly and Jon Hall.

UPTOWN
"All This and Heaven Too" (Warner Bros.), with Bette Davis and Charles Boyer.

ST. JOHN

CAPITOL
"The Ghost Breakers" (Paramount), with Bob Hope and Paulette Goddard.

MAYFAIR
"My Son, My Son" (United Artists), with Madeleine Carroll, Brian Aherne and Louis Hayward.

MONTREAL

CAPITOL
"My Love Came Back" (Warner Bros.), with Olivia de Havilland and Jeffrey Lynn, also "Flight Angels" (Warner Bros.), with Virginia Bruce, Dennis Morgan and Wayne Morris.

LOEW'S
"New Moon" (Metro-Goldwyn-Mayer), with Jeanette MacDonald and Nelson Eddy.

ORPHEUM
"Hitler - Beast of Berlin" (Grand National), also "The Honeymoon's Over" (2t0h Century-Fox), with Stuart Erwin and Marjorie Weaver.

PALACE
2nd week. "Beau Geste" (Paramount) with Gary Cooper, Ray Milland and Robert Preston.

PRINCESS
"The Man Who Talked Too Much" (Warner Bros.), with George Brent, Virginia Bruce and Brenda Marshall, also "La Conga Nights" (Universal), with Hugh Herbert.

WINNIPEG

CAPITOL
"The Mortal Storm" (Metro-Goldwyn-Mayer), with Margaret Sullavan, James Stewart, Robert Young and Frank Morgan.

GAIETY
"If I Had My Way" (Universal), with Bing Crosby and Gloria Jean, also "Mexican Spitfire" (RKO), with Lupe Velez.

GARRICK
"Abe Lincoln in Illinois" (RKO Radio), with Raymond Massey.

METROPOLITAN
"Brother Orchid" (Warner Bros.), with Edward G. Robinson, Ann Sothern and Humphrey Bogart.

TIVOLI
"An Englishman's Home" (Empire-Universal), with Edmund Gwenn and Mary Maguire, also "Saturday's Children" (Warner Bros.), with John Garfield.

CALGARY

CAPITOL
"My Favorite Wife" (RKO Radio), with Irene Dunne, Cary Grant and Randolph Scott.

GRAND
"Too Hot To Handle" (Metro-Goldwyn-Mayer), with Clark Gable, Myrna Loy and Walter Pidgeon, also "Smashing the Money Ring" (Warner Bros.), with Ronald Reagan.

PALACE
"Hell Below" (Metro-Goldwyn-Mayer), with Robert Montgomery, Walter Huston and Madge Evans.

STRAND
"A Chump at Oxford" (United Artists), with Laurel and Hardy, also "Gaucho Serenade" (Republic), with Gene Autry and Smiley Burnette.

VANCOUVER

CAPITOL
"The Mortal Storm" (Metro-Goldwyn-Mayer), with Margaret Sullavan and James Stewart.

DOMINION
"My Son, My Son" (United Artists), with Madeleine Carroll, Brian Aherne and Louis Hayward.

ORPHEUM
"Safari" (Paramount), with Douglas Fairbanks, Jr., and Madeleine Carroll.

STRAND
"An Englishman's Home" (Empire-Universal), with Edmund Gwenn and Mary Maguire, also "La Conga Nights" (Universal), with Hugh Herbert.